

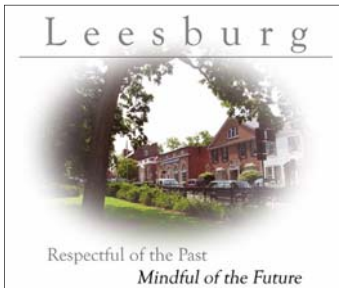
# Leesburg Lowdown: *the 2004 Town Plan*

Town of Leesburg Department of Planning, Zoning and Development

August, 2003

Volume 1, Issue 1

## Sector Meetings Wrap-Up



As the first major step to involve citizens in the rewrite of the Town Plan, the Planning Commission hosted five Sector Meetings in the month of July at several locations around town including Thomas Balch Library, Heritage High, Catoctin Elementary, Harper Park Middle, and Ida Lee Recreation Center. A total of 118 people attended the meetings, not counting Planning Commissioners, Council Members or Staff. Attendees listened to a presentation about the Town Plan process, and then participated in either a mapping or an idea-gathering exercise.



Sector Meeting 2, Heritage High School

July 15, 2003

### *What you need to know about:*

- What happened at the Sector Meetings?
- Visioning Sessions in the fall
- The Town Plan
- Contacts for more information

### *Idea-Gathering Exercise*

At every sector meeting, small groups of eight to twelve people collectively an-

swered the question, "What do you believe we need to do to make Leesburg the best community possible?" All answers were recorded

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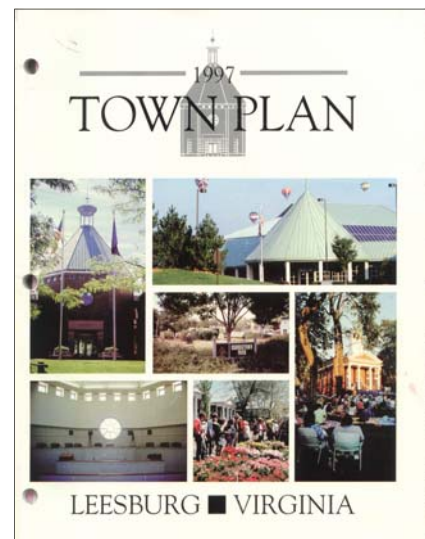
## The Town Plan: A Brief Description

The Town Plan is the document that describes long-term goals the Town is striving to achieve. The Town Plan provides a vision of how to grow and establishes guidelines the Town will pursue to improve quality of life. Examples of these guidelines are:

- Regulations governing new residential, commercial, and office developments;
- Policies calling for additional facilities and services (such as parks, streets and utilities);
- Programs to make Town government more efficient;
- Efforts to coordinate with other governments in the area; and
- Parameters for how to involve Town citizens in decision-making processes.

Because the Town Plan is based upon

public input, it is imperative that as many people attend scheduled meetings and participate in the Town Plan re-write process as possible.



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and then ranked by the small group members to establish a list of their top five most important ideas. These top five ideas were presented to the entire group at the end of the meeting, where the ideas were voted on one last time to determine the top ranking ideas for each sector meeting. The results are as follows:

### **Old and Historic District—July 10, 2003**

- 1 Expand corporate limits to accomplish the following:
  - 1A Preserve viability of airport
  - 1B Provide spinoff/biotech industries opportunities (i.e. land available)
  - 1C Get universities to collaborate/shared campus
  - 1D Get retail merchants and property owners to work together
- 2 Complete mixed-use businesses downtown for walkability
- 3A Focus on citizens' good, not developers'
- 3B Greener downtown/Historic District - all town - streetscape plan



Sector Meeting 1, Thomas Balch Library

July 10, 2003

### **Southeast—July 15, 2003**

- 1 Significantly improve roadways, walkways, and bike paths before significant problems occur
- 2 Complete Battlefield Parkway with bike trails and sidewalks
- 3 Make process easier for new businesses to locate in Leesburg (new or redeveloped locations)

### **Southwest—July 24, 2003**

- 1 Preserve way of life/curb developers
- 2 Provide more affordable housing opportunities
- 3A Create and preserve wildlife corridors into/out of town limits
- 3B Adopt best ordinances and stick to them

### **Northeast—July 29, 2003**

- 1 Realistic transportation planning (mass transit, train/metro, more bike paths, sidewalks, wider roads, etc.) more capacity - lanes, bypass with no at-grade intersections
- 2 Increase amount of business/employment opportunities (tech corridor)
- 3 Create recreational facilities and programs for teens
- 4A Lower taxes
- 4B Transform neighborhoods - allow greater diversity in ages, incomes, cultures, family types (mix of housing types/prices)
- 4C Have infrastructure keep pace with growth

### **Northwest—July 31, 2003**

- 1 Do more to encourage pedestrian traffic; ex: sidewalks on both sides of streets; connect residential to commercial
- 2 Protect walkability of community; and schools, bike lanes
- 3 Accountability of successful implementation of Town Plan with periodic PUBLIC updates
- 4A Have Town Plan include/follow the downtown commercial plan, especially with trails, greenways and facilities
- 4B Bottleneck entering town from the east (7); and Congestion on 15 Bypass - make improvements to both



Sector Meeting 5, Ida Lee Recreation Center

July 31, 2003

Before the sector meetings were held, Staff was also able to complete this exercise with the Planning Commission, Environmental Advisory Commission, and the Economic Development Commission. The top five ideas from these commissions are as follows:

### **Planning Commission**

- 1 Establish a good transportation network and re-

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- solve transportation issues that exist today (street networks for example)
- 2 Develop a business friendly community
- 3 Preserve the historic character of our town, thereby achieving a small town feel
- 4 Promote quality, realistic and positive economic development
- 5A Demand architecturally superior design and materials in new construction
- 5B Be more creative in efforts to promote public/private partnerships

#### Environmental Advisory Commission

- 1 Honor natural environment/systems
- 2 Not slow growth, but smart growth
- 3 Protect cultural resources
- 4 Focus redevelopment in strip malls, with high quality design
- 5A Traffic calming standards
- 5B Embrace low-impact design and energy efficient architecture (green buildings)

#### Economic Development Commission

- 1 65% of taxes from businesses
- 2 Well managed transportation infrastructure
- 3 Preserve authentic heritage
- 4 Fiber optic infrastructure
- 5 Establish high quality streetscape design standards



Economic Development Commission

July 27, 2003

Staff collected a total of 408 ideas from the Sector Meetings and Commissions. For a complete list of these ideas, please visit [www.leesburgva.org/townplan](http://www.leesburgva.org/townplan).

Clip and bring with you for a  
**\*FREE\* 1997 Town Plan!**

(Quantities Limited)

### **Mapping Exercise**

The objective of the mapping exercise was to identify locations and characteristics that each small group determined answered the following four questions:

- 1 What do we have that we want to *preserve*;
- 2 What do we have that we want to *remove*;
- 3 What do we not have that we want to *add*; and
- 4 What do we not have that we want to *keep out*.



Sector Meeting I, Thomas Balch Library

July 10, 2003

Staff collected a total of 260 ideas from the mapping groups. All of these ideas can be viewed at [www.leesburgva.org/townplan](http://www.leesburgva.org/townplan).

### **Looking Backward to Look Forward: Visioning Sessions**

Four topical Town-wide Visioning Sessions will be held in the fall for environmental, transportation, land use and urban growth boundary issues. Join us for a series of workshops! We will:

- Learn more about each topic and how it relates to Leesburg;
- Evaluate comments received at July Sector Meetings; and
- Formulate a vision statement for the Town Plan.

**We will need you to participate in these important workshops! Refreshments will be provided.**

These meetings will carry us through December when we will begin working on the draft of the Town Plan. More public meetings will follow, before the proposed review and adoption of the plan by Town Council in December, 2004.

(For more information, turn to page 4)



**TOWN OF LEESBURG DEPARTMENT OF  
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L e e s b u r g



Respectful of the Past  
*Mindful of the Future*

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FOR MORE INFORMATION OR TO  
COMMENT, PLEASE VISIT  
[WWW.LEESBURGVA.ORG/TOWNPLAN](http://WWW.LEESBURGVA.ORG/TOWNPLAN)

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**Don't Miss Out... Help shape the future of your town!**  
Join us for a series of *Visioning Session* workshops!

All sessions will be held from 8:30am to 2:30pm at Ida Lee Recreation Center  
(50 Ida Lee Drive, NW). Refreshments will be provided.

Saturday, September 13<sup>th</sup> - **Environment** - Potomac River, streams, trees, parks, trails, open space,  
drainage and recycling

Saturday, October 4<sup>th</sup> - **Transportation** - Roads, bikes, pedestrians, park n' rides, mass transit and  
Leesburg Executive Airport

Saturday, October 25<sup>th</sup> - **Land Use** - Location of houses, businesses and industry

Saturday, November 15<sup>th</sup> - **Urban Growth Issues** - Should the town be expanded?

If you require any type of translation or reasonable accommodation as a result of disability to participate in any of the meetings, please contact the  
Department of Planning, Zoning and Development at 703-771-2765. Three days notice is requested. Thank you.